

## Assistants promoted to management Merchandise Managers

(Continued from last month)

David Kozlowski to 4386, Arlington, Va., IL  
Robert Kirkpatrick to 4212, Manassas, VA  
Walter Lewandowski to 3880, Atlanta, GA  
Richard Leferink to 4144, Fullerton, CA  
James Lewis to 4184, Mobile, AL  
Thomas Lavery to 3028, Norristown, PA  
Robert Lilly to 4443, Corapolis, PA  
Danny Long to 7056, Longview, TX  
Michael Lum to 4300, Buena Park, CA  
Stuart MacIntyre to 4101, Lakewood, CO  
Mark Mers to 3086, Chico, CA  
Wayne Mount to 4367, Lancaster, CA  
Tom Marasalis to 3331, Houston, TX  
Richard McCauley to 3029, Ft. Mitchell, KY  
Ronald Miller to 3223, Chambersburg, PA  
James Moore to 3026, Baton Rouge, LA  
Fred Moretti to 3051, Norfolk, VA  
Robert Morgan to 4315, Iowa City, IA  
George Newton to 3045, New Hope, MN  
Jerry Peck to 3181, Peoria, AZ  
Joseph Palko, Jr. to 3008, Williamsport, NY  
James Puckett to 4151, Sparks, NV  
Fred Peninger to 3054, Montgomery, AL  
Ethan Rahim to 4240, Northridge, CA  
Frederic Rudd to 4130, Omaha, NE  
Ross Rizzo to 3282, Cleveland, OH  
Max Romine to 4328, Sterling Hts., MI  
Curtis Rainey to 4371, Santa Maria, CA  
Ian Scott to 7054, Porterville, CA  
Donald Statham to 3188, Mesa, AZ  
John Strong to 4432, Riverside, CA  
Theodore Sisco to 3345, Modesto, CA  
Roger Short to 3063, Ft. Oglethorpe, GA  
Danny Sykes to 4397, Dover, NJ  
James Soucy to 3138, Milford, MA  
Dwane Steiner to 4338, Melville, MI  
Paul Szczepanski to 3232, Exton, PA  
William Seyler to 3088, Landover, MD  
Richard Shaffer to 4186, Texarkana, TX  
John Smith, Jr. to 3166, Austell, GA  
John Spragg to 4322, Kansas, IL  
Donald Taylor to 4395, N. Miami, FL  
Joseph Tafi to 3324, Roanoke, VA  
John Toth to 4421, N. Hollywood, CA  
Leland Villiborghi to 4068, Casper, WY  
Richard Walburn to 4437, Independence, MO  
Glen Wardlow to 4174, Wichita, KS  
Percy Weatherly, Jr. to 4372, Rocky Mount, NC  
Robert Wettstein to 4087, Elgin, IL  
Larry Wilbourn to 4055, Pittsburgh, PA  
Kenneth Williams to 3173, Idaho Falls, ID  
Bred Williams to 4307, Corpus Christi, TX  
Thomas Winn to 3101, Charleston, SC  
William Woods to 4245, Tampa, FL  
Donald Weber to 4162, Salt Lake City, UT  
Clifford Whitney to 3197, Kalamazoo, MI  
Glenn Wiehardt to 3184, Tulsa, OK  
William Wilkie to 3339, E. Brunswick, NJ  
Cordes Williams to 3210, E. Haven, CT  
James Woodward to 3207, Farmington Hills, MI  
Eddie Yost to 4189, Savannah, GA  
Jack Yancey to 4111, Birmingham, AL  
Ronald Zvolenski to 3131, Frederick, MD

## Floyd retires

Franklin Floyd, Midwestern regional food manager, retired June 1. Mr. Floyd started with the company in 1929. In 1946 he became Central region district food manager; in '63 he became Midwestern region district food manager. His promotion to Midwestern regional food manager was in 1973. The Midwestern and Central region food departments had outstanding records under his management.

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## Boyswear sales boom

## They make quality their password

"There is such a thing as Christmas in July," claims Jim Robertson with a twinkle. "In fact, in our department Christmas lasts from July 1 to September 15!"

The senior buyer from junior boys and boyswear has a reason to be as excited as a youngster anticipating a new toy. The back-to-school season is approaching. This sales period has always spelled a huge success for Robertson's department, and this year should be no different.

Junior boys and boyswear has been first in sales for the S. S. Kresge Company since 1971. Jim Robertson, Gerald Insler, Russ Rumley and Ken Eads have no intention of relinquishing that stronghold. They are a team that combines far-sightedness with imagination to offer competitive merchandise at unbeatable prices. Quality is their password, pleased customers their reward.

All four buyers agree that to maintain a number one position, they must meet special challenges: constantly researching style trends, selecting new items and creating new avenues in design and workmanship. This the department seems to have accomplished, as several new lines demonstrate.

The appealing Matchems line reflects an eye toward quality, economy and practicality. Geared to sizes four to seven, Matchems offers co-ordinates utilizing a three color bank, with several interchangeable items of apparel. Each color group-

ing bears a distinctive animated logo to cater to a youngster's interests. The astronaut figure identifies one group, as does the policeman insignia, the fireman emblem, and that of the railroad engineer.

Russ Rumley, associate buyer, is really fired up about this line.

"When we first developed Matchems, we didn't know if the idea would hurt sales in other areas — western wear, for example. But results have been fantastic. These co-ordinates have sold extremely well and haven't taken attention away from others." He adds that the department is extending Matchems to sizes 8-12 for next spring.

Another advantage to the line is that it pleases both parents and kids. Each color grouping is hung on matching hangers. A youngster can select his own clothes, and when mom or dad directs "put on your fireman outfit," he won't be confused.

Competing with other stores always involves a good deal of planning and an instinct for timeliness. The blue jean revolution, for example, continues to pose a special challenge to buyers. Last May of 1975, K mart introduced "Our Best," a high performance jean that integrates fine production with durability. This tri-blend poly/cotton/nylon apparel has since mushroomed to be the top blue jean seller. It's a prime example that an exclusive K mart label can meet, if not surpass, any other store's product.

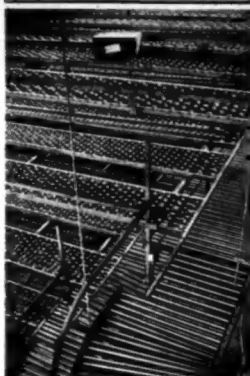
The success of the sales expansion can be attributed largely to the buyers' experience and knowledge of demand. But, as Robertson explains, store managers can prove instrumental in trafficking merchandise with good selling potential. Updating seasonal information sheets sent them from headquarters on their store's needs is a must. Managers are also periodically sent tear sheets with buyers' suggestions as to what items are currently considered "hot." They can thus plan and stock in advance.

The department believes that introducing a fresh focus every 90 days or so is essential to maintain consumer attention. This year, they added updated versions of quilted western shirts and brushed denim and corduroy separates, among others, to the variety of apparel already available. Their sales of fad or novelty attire like the popular "Foxy" T-shirt have been phenomenal.

The group has come a long way since winning the Boys and Young Men's Apparel Manufacturers' Association "Green Thumb Award" in 1973. They've illustrated that they can successfully merchandise as good a quality product with the K mart label as any store in the United States offers—at a price considerably less.

And as Robertson emphasizes with a smile, "We'll never stop trying to improve."

## Round 'n' About



The United States translated into shipping lanes at North Bergen.



Celebrating anniversaries at the European Office in Nuernberg, Germany, are, l to r, Monika Dutton, four years; Gerd Bruckner, European Office manager, 25 years; Jennifer Koenig, five years; and Sigrid Werkmeister, 25 years.

## K mart Apparel keeps it rollin'

Statistics can be dry and unexciting until they reach mind-boggling proportions.

Who can do much more than murmur "h'mmm...n" when told that many, many cartons were shipped last year out of the K mart Apparel home office distribution center in North Bergen, NJ?

But be more specific and state that nearly three million cartons were shipped to stores all over the country through the four-tier system, each tier with 80 lanes and over nine miles of conveyor mechanism, and the reaction is a loud "Wow!" or a soft whistle.

In the Carson, CA distribution center are also eyebrow-raising figures that tend to overwhelm. The computerized conveyor system that performs its task in seemingly magic fashion carried over 1.5 million cartons into waiting trucks for the Carson-serviced stores in '75.

This system is three-tier with 34 lanes, 102 in all, and if laid end to end would measure a little more than two miles.

It's easy to understand how K mart Apparel people can take pride in their sophisticated set-up, housed in the largest apparel distribution centers in the United States.

KRESGE NEWS